

# CAREER EDUCATION AND CAREER SERVICES AT UNIVERSITAS INDONESIA

#### Sandra Fikawati

**Career Development Center Universitas Indonesia** 

fikawati@ui.ac.id, sandrafikawati@yahoo.com

Presented at ASEM University - Business Forum "Destination employment"

Bonn, 10 - 11 November 2011

# Higher Education (HE) and the World of Work in Indonesia

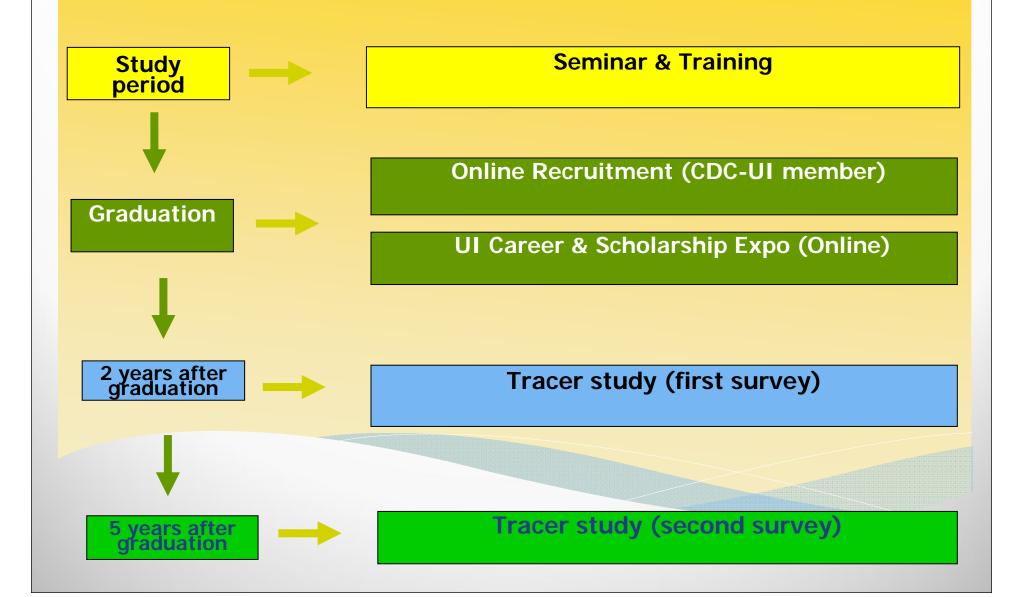
- \* Number of employment 111.280.000 persons +
- \* Number of unemployment 8.012.000 persons +
- \* Percentage of educated unemployment: +
  - \* Diploma 1,2,3 11%
  - \* Higher education 10%
- \* Number of HE graduates: 655.012 persons + +
- \* Number of HE institution in Indonesia: 3011 + +
- \* Percentage of Career Center at HEI: <10%

Source: + Indonesia Manpower Statistics 2011, + + Indonesia HE Statistics 2010

# Career Development Center Universitas Indonesia (CDC-UI)

- \* Indonesia Ministry of National Education (MNE) through Directorate General for Higher Education identified that the role of career center in higher education institution is very important
- \* In Indonesia, CDC-UI is considered as career center with the most complete activities to support students and graduates > a role model for university career center
- \* CDC-UI main activities consist of:
  - 1. Seminar and Training
  - 2. Online Recruitment
  - 3. UI Career & Scholarship Expo (online)
  - 4. Tracer study

#### **Services for Students and Graduates**



## **Career Seminar for Students**

- \* Based on students invitation
- \* Soft-skills and competencies



# "Soft-skills Awareness for Jobseeker" Training

- \* Conducted Regularly (every Saturday)
- \* Free for UI students
- \* 12 modules (certificate provided after attended 4 modules)
- \* Collaboration with Inside Job

#### **Basic Modules**

- 1) Introduction to Soft Skills
- 2) Shaping Personal Values
- 3) Building Rapport at Work
- 4) Recognizing Authority
- 5) Recognizing Individual
- 6) Solving Problem



- 7) Resolving Conflict
- B) Taking Initiative
- 9) Prioritizing at Work
- 10) Working in a Team
- 11) Building Accountabilities
- 12) Presenting Ideas

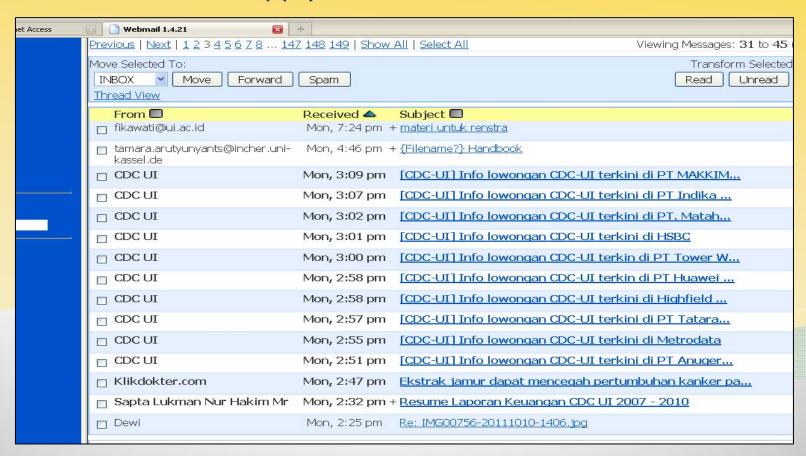
# CAREER DEVELOPMENT CENTER UNIVERSITAS INDONESIA



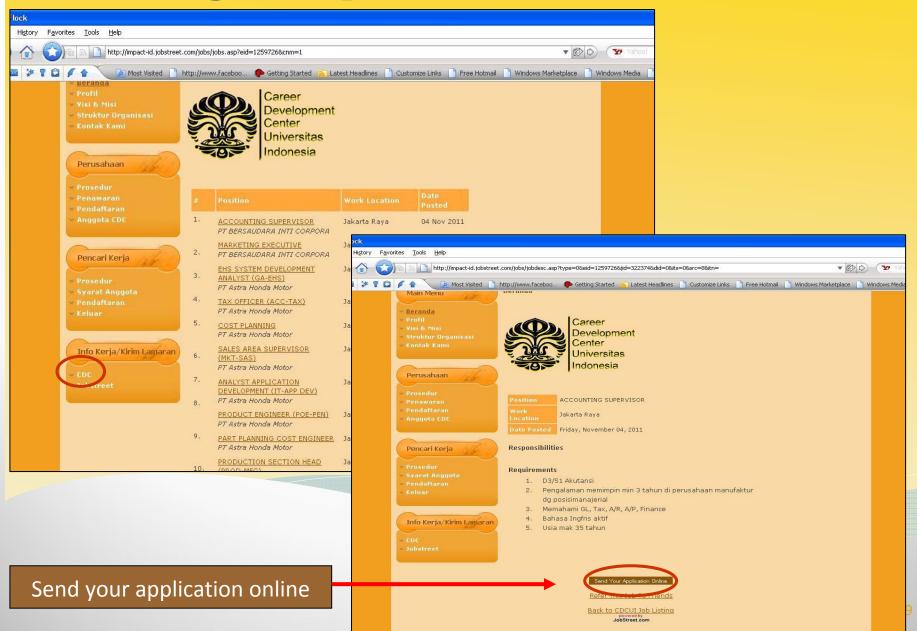
2

#### Recruitment

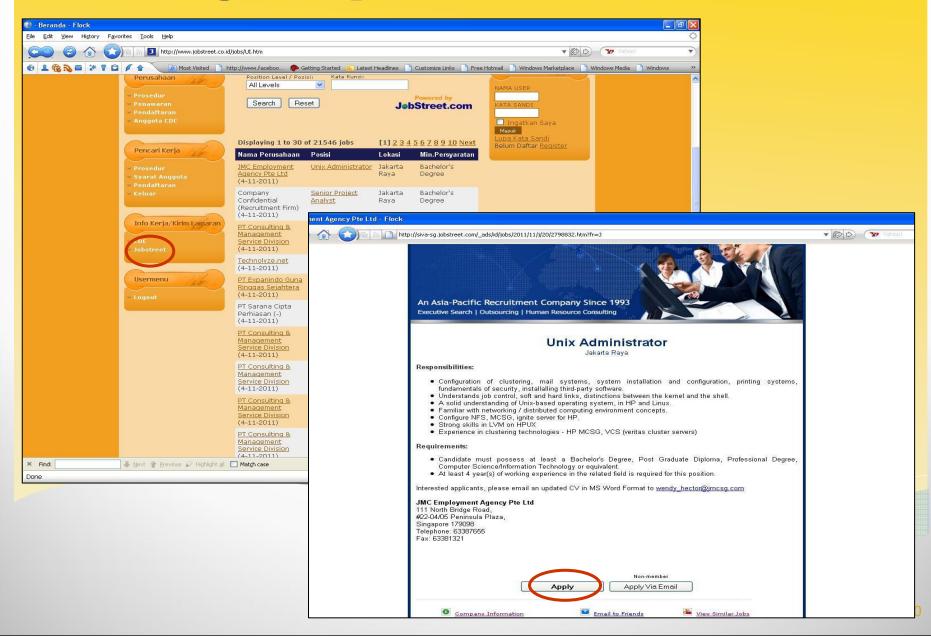
- \* Collaboration with Jobstreet.Com Indonesia
- \* Employer can create and edit their advertisement
- \* Jobseeker can apply vacancies on line



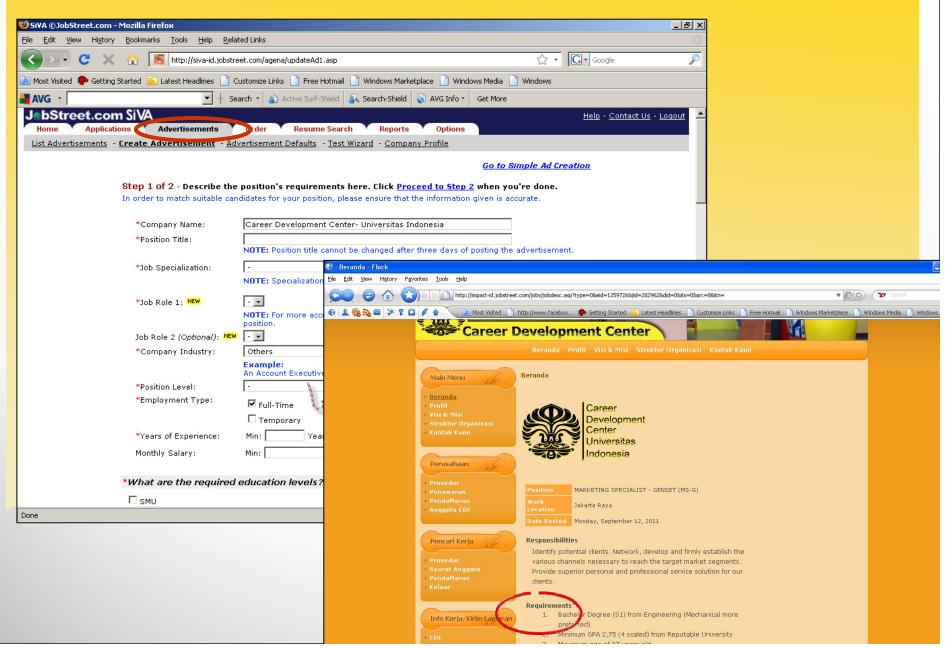
# Job Listing & Requirement at CDC-UI



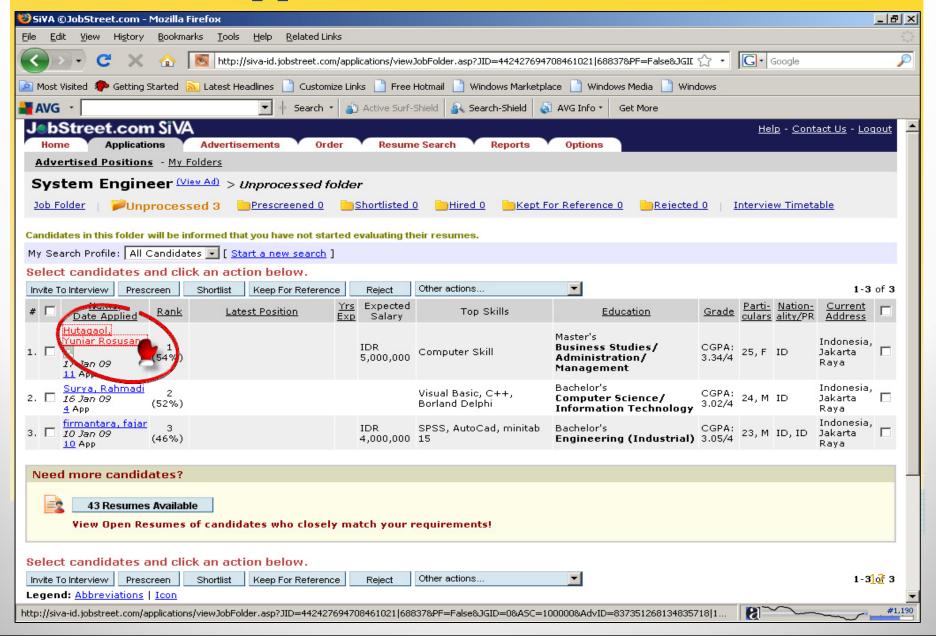
# Job Listing & Requirement at JobStreet.Com



#### **Create and Edit Advertisement**



## **Member Application**



#### **Member CV in SiVA**



\_ B ×

private

8

started using or learning the skill)

Proficiency Skill (Years of Experience)

Computer Skill(3) Intermediate

3

# **UI Career & Scholarship Expo**



- \* Carried out 2 times a year
- \* Attended by more than 10,000 visitors/activities
- \* Nationwide event
- \* Joined by 70 companies /activities
- \* 53% of UI graduates visiting this activity
- Percentage of workers absorbed about 20%

# CAREER DEVELOPMENT CENTER UNIVERSITAS INDONESIA



# CAREER DEVELOPMENT CENTER UNIVERSITAS INDONESIA





4

## **Tracer Study (TS)**

- \* TS is an empirical study which can provide valuable information for evaluating the results of education in the context of HE relevance.
- \* In Indonesia, career center is so far considered as the most appropriate institution to conduct TS because:
  - \* TS and career centers have the same primary target population
  - \* Career center have the function of connecting graduates with the world of work which is one major theme in TS.
- \* Collaboration with INCHER-University of Kassel, Germany
  - \* Regular National Seminar & Training on TS in Indonesia
  - \* UNITRACE 2010-2012 in Kassel
  - \* International TS Conference 2012 in Bali, Indonesia

## **Objectives of Tracer Study**

- \* Survey of multi-function with a broad focus in:
  - \* Professional success (career, status, income)
  - \* Relevance of knowledge and skills (relationship between knowledge and skills and work requirements, area of employment, professional position)
  - \* Study conditions and provisions
  - \* Effectiveness of career center
  - \* Accreditation
- \* Multi-institutional survey
  - \* Benchmarking
  - \* Comparison with other relevant (- not the average of all institutions)

# **UI Tracer Study**

2008



- ·Irregular
- ·Sample n= 856
- · Multimode
- ·Ul's questionnaire

2010



- · Regular
- · Censal N=5276
- · Response rate 55%
- · Online
- ·Ul's questionnaire

2011



- · Regular
- ·Censal N=5564
- · Response rate 48%
- · Online
- · Standard questionnaire

# Tracer Study UI 2010-2013 Plan

	Year 1 (2010)	Year 2 (2011)	Year 3 (2012)	Year 4 (2013)
First survey*	Cohort 2008	Cohort 2009	Cohort 2010	Cohort 2011
Second survey**				Cohort 2008

#### \* First Survey:

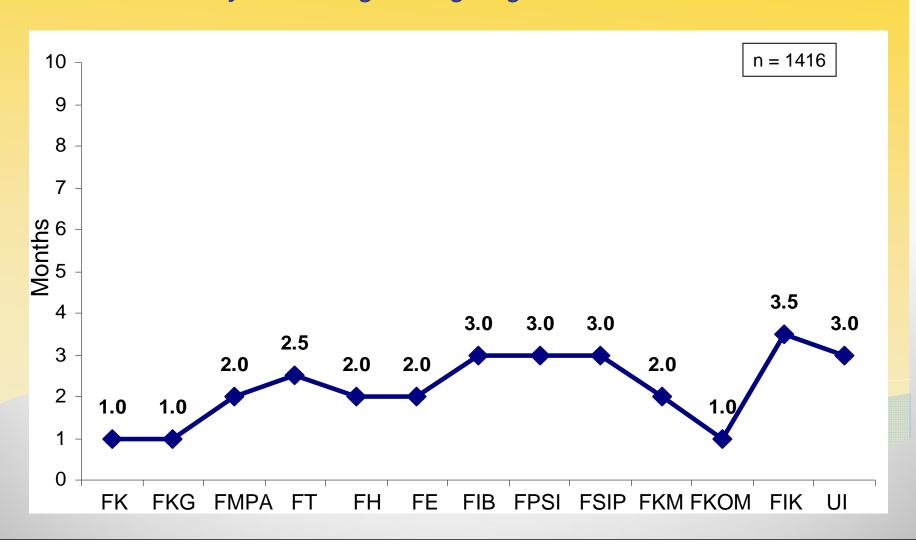
- Emphasising on first job seeking aspect
- Within 2 years, subject is considered as has been exposed to work and job seeking aspects

#### \*\* Second Survey:

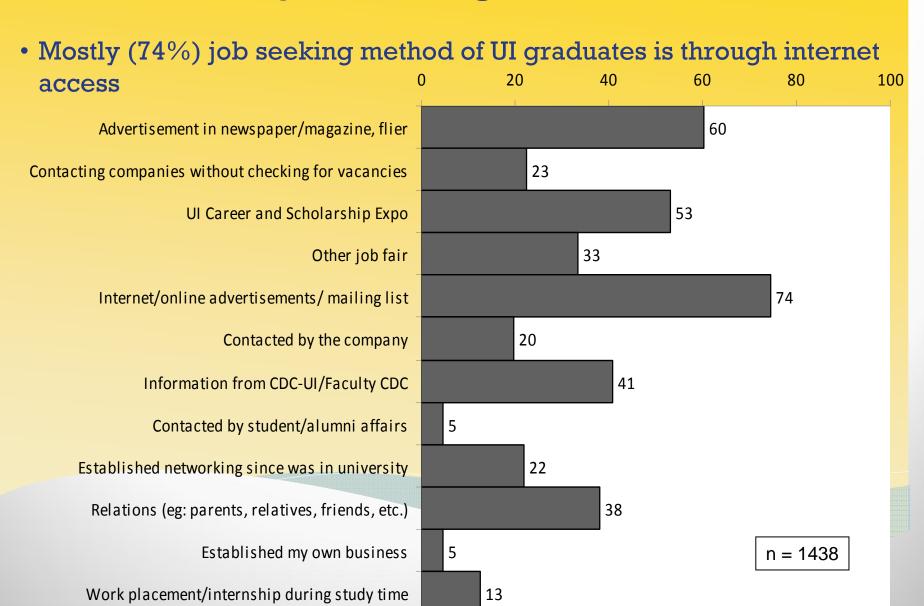
- Emphasising on work dynamic aspect and competencies
- Within 5 years, subject is considered as has been exposed to work dynamics

#### Job Seeking Time (median)

• Median time of job seeking among UI graduates is 3 months

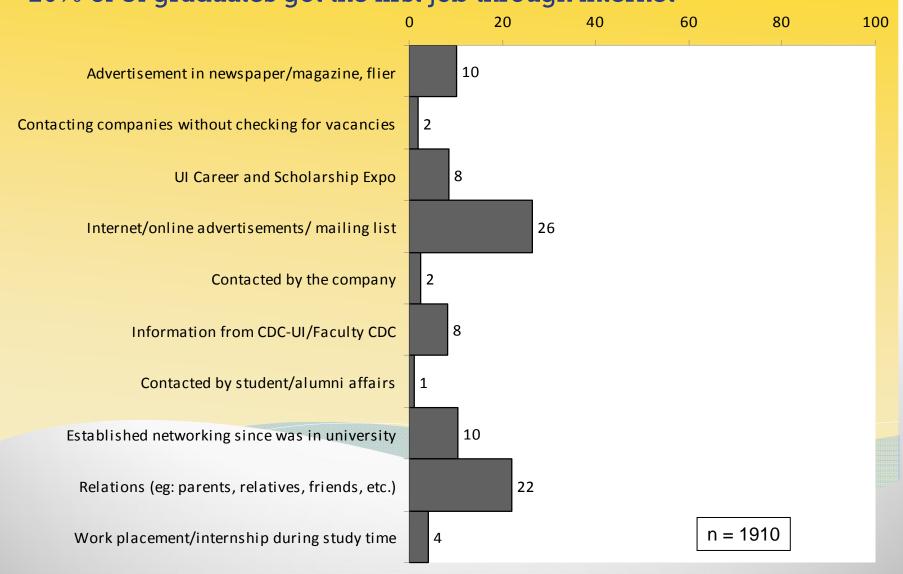


#### **Job Seeking Method**



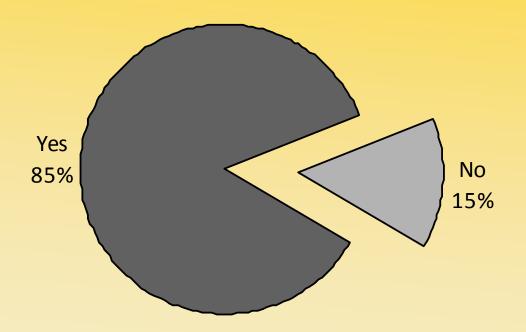
#### **Method to Get The First Job**

• 26% of UI graduates got the first job through internet



### **Current Working Status**

• 85% UI's graduates are working at the time of survey



n = 1936

## **Role of MNE in Improving Career Services**

- \* This year (2011), MNE implements program to socialize the function of career center in Indonesia.
  - \* Almost 500 higher education institutions in Indonesia were invited and attended the socialization program
  - \* Quality job site media was introduced as one solution for universities to provide more job information to graduates
  - \* Tracer study become MNE monitoring and benchmarking tool for graduates employment situation
    - \* Using standard questionnaire (13 core questions)
    - \* Online system in MNE website
- \* Next year, grants will be allocated to assist career center development system in higher education institution in Indonesia

